



**News/Talk 750 WSB
Atlanta, GA
FCC Comments on Localism**

- WSB-AM airs 43.25 hours of local news programming per week.
- WSB-AM airs 2 hours of locally produced public affairs programming per week. Programming focuses on issues important to minorities, women, and issues of community concern.
- WSB-AM produces the Neal Boortz Show a 4.5-hour daily issues oriented radio talk program.
- WSB-AM pre-empted regular programming for coverage of the Georgia Primary Election.
- WSB-AM pre-empted regular programming to provide extensive coverage of Hurricanes Charley, Frances, Ivan, and Jeanne and their impact on the Atlanta area.
- WSB-AM produced an on air auction for the Braves Foundation.
- WSB-AM supported the Atlanta Braves Fan Fest winter event benefiting the Atlanta Braves Foundation.
- WSB-AM produced six one-hour "Braves Power Lunch" sports broadcasts benefiting the Atlanta Braves Foundation.
- WSB-AM annually sponsors the "School Tools for Cool Kids" campaign collecting school supplies for Georgia Children in foster care.
- WSB-AM sponsored the 3rd annual Careathon benefiting the AFLAC Cancer Center at Children's Health Care of Atlanta in August 2004 raising more than \$720,000.
- WSB-AM produced Managing Your Money, a financial seminar, featuring host Clark Howard at Woodstock High School and Lassiter High School in March 2004 and at Christ the King Lutheran Church in Norcross and Shiloh High School in Snellville in October 2004.
- WSB-AM and Clark Howard with volunteer listener support constructed 2 homes for Habitat for Humanity in February and March 2004.



- WSB-AM and Scott Slade participated in the Great Georgia Air Show on October 9, 2004.
- WSB-AM and Scott Slade participated in the Gwinnett County Relay for Life and the Dobbins Air Show in May 2004.
- WSB-AM sponsored a “Gotta Have Clark Howard” contest” where 15 winners received one-on-one time and in person advice from consumer advocate Clark Howard.
- WSB-AM annually sponsors the Can Hunger Food Drive benefiting the Atlanta Community Food Bank.
- WSB-AM annually sponsors the Clark Howard Christmas Kids Campaign whereby listeners provide holiday gifts for Georgia children in foster care.